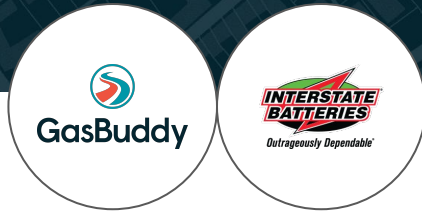


# A Success Story

Interstate Batteries ran a cross-channel campaign to reach and educate GasBuddy's 100% driver audience.



## BACKGROUND & OBJECTIVES:

As a leading automotive battery brand, Interstate Batteries was looking to educate drivers on the importance of getting vehicle batteries checked prior to the cold winter months and build awareness of their trusted and dependable products.

## GASBUDDY'S SOLUTION:

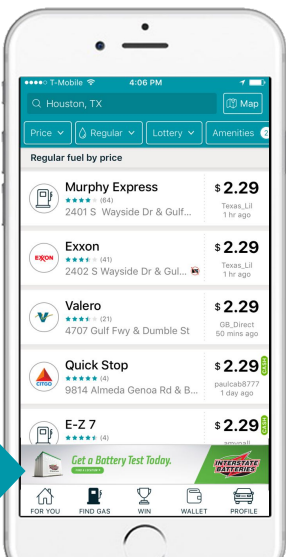
- Strategically timed the campaign execution to reach drivers at key moments prior to and during the winter season with heavy-ups before popular travel holidays.
- Utilized a combination of ad formats across in-app display and video, email, blog, and social channels to connect with drivers in a pre and post-drive environment increasing brand awareness and engagement.
- Developed compelling co-branded content and in-app rich media units to educate drivers on the importance of testing car batteries, resulting in above average campaign metrics.

## EMAIL

Open Rate **1.3X higher** than GasBuddy's benchmark

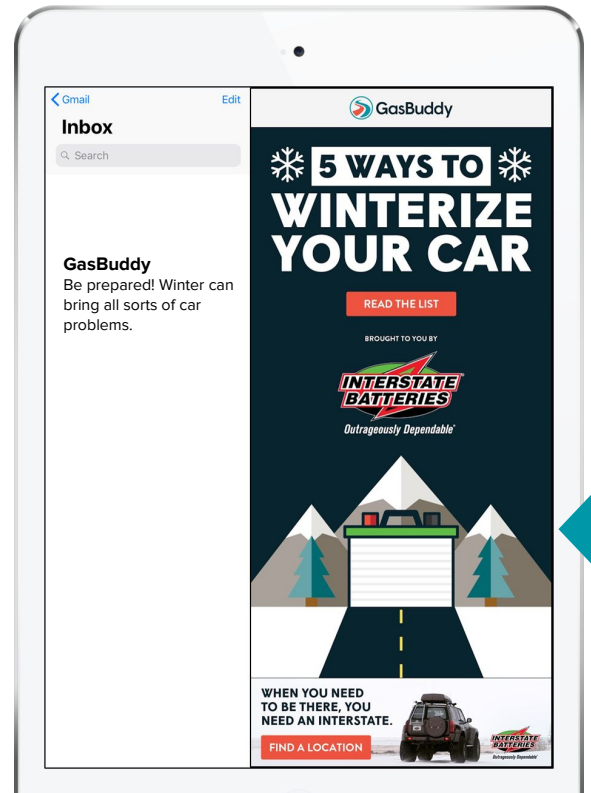
## ANCHOR UNIT

Click Through Rate  
**1.2X higher**  
than GasBuddy's benchmark



## EXPANDABLE VIDEO

Video Click Thru Rate  
**1.65X higher**  
than GasBuddy's benchmark



Learn more about how GasBuddy can help meet your business objectives. [Get Started Now!](#)